

## ORDER



|        |                      |                      |
|--------|----------------------|----------------------|
| Orders | Order / Rev:         | 164401               |
|        | Alt Order #:         | 06295266             |
|        | Product Desc:        | 60 PLUS ASSOC SENATE |
|        | Estimate:            | 1962                 |
|        | Flight Dates:        | 08/31/12 - 09/06/12  |
|        | Original Date / Rev: | 08/23/12 / 08/23/12  |
|        | Order Type:          | GENERAL              |

WDJT-TV-LP

|               |                |
|---------------|----------------|
| Primary AE:   | Matthew Norten |
| Sales Office: | HDC            |
| Sales Region: | NAT            |

|        |                  |                         |
|--------|------------------|-------------------------|
| Agency | Name:            | Mentzer Media Services  |
|        | Buying Contact:  | Elise Cloyd             |
|        | Billing Contact: |                         |
|        |                  | 600 Fairmount Ave. #306 |
|        |                  | Towson, MD 21286        |

|                           |                  |
|---------------------------|------------------|
| <b>Billing Type:</b>      | <b>Cash</b>      |
| <b>Billing Calendar:</b>  | <b>Broadcast</b> |
| <b>Billing Cycle:</b>     | <b>EOM/EOC</b>   |
| <b>Agency Commission:</b> | <b>15%</b>       |

|            |                |                           |
|------------|----------------|---------------------------|
| Advertiser | Name:          | Issue/60 Plus Association |
|            | Demographic:   | A35+                      |
|            | Product Codes: | PL Issue                  |
|            | Priority:      | P-1                       |
|            | Revenue Codes: | AGY, POL, ISS             |

|                         |          |
|-------------------------|----------|
| New Business Thru:      |          |
| Order Separation:       | 00:15:00 |
| Advertiser External ID: |          |
| Agency External ID:     |          |

## Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 08/27/12   | 09/06/12 | 18      | \$21,950.00  | \$18,657.50 |

**Totals**

| Month          | # Spots   | Gross Amount       | Net Amount         | Rating      |
|----------------|-----------|--------------------|--------------------|-------------|
| September 2012 | 18        | \$21,950.00        | \$18,657.50        | 0.00        |
| <b>Totals</b>  | <b>18</b> | <b>\$21,950.00</b> | <b>\$18,657.50</b> | <b>0.00</b> |

## Account Executives

|                   |              |              |                               |         |
|-------------------|--------------|--------------|-------------------------------|---------|
| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
| Matthew Norten    |              |              | Start Of Order - End Of Order | 100%    |

## Order Share

| Order Share | Share | Total       |
|-------------|-------|-------------|
| WDJT-TV-LP  | 37%   | \$21,950.00 |
| Market      | 100%  | \$59,324.32 |

### Competitive Share

| Competitive Share | Share | Total       |
|-------------------|-------|-------------|
| CABLE             | 0%    | \$0.00      |
| WBME              | 0%    | \$0.00      |
| WCGV              | 0%    | \$0.00      |
| WISN              | 33%   | \$19,577.03 |
| WITI              | 15%   | \$8,898.65  |
| WMLW-             | 0%    | \$0.00      |
| WPXE              | 0%    | \$0.00      |
| WTMJ              | 15%   | \$8,898.65  |
| WVTV              | 0%    | \$0.00      |
| WYTU              | 0%    | \$0.00      |

| Ln               | Ch   | Start             | End             | Inventory Code                            | Break | Start/End Time    | Days    | Len | Spots | Rate        | Pri | Rtg           | Type | Spots | Amount     |
|------------------|------|-------------------|-----------------|---|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------|------------|
| E 1              | WDJT | 08/31/12          | 08/31/12        | Wheel of Fortune 630p-7p<br>630p-7p/Wheel | CM    | M-F 630p-7p       | ----1-- | :30 | 1     | \$1,000.00  | P-1 | 0.00          | NM   | 1     | \$1,000.00 |
| WHEEL OF FORTUNE |      |                   |                 |   |       |                   |         |     |       |             |     |               |      |       |            |
|                  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                           |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|                  |      | Week: 08/27/12    | 09/02/12        | ----1--                                   |       | 1                 |         |     |       | \$1,000.00  |     | 0.00          |      |       |            |
| E 2              | WDJT | 09/02/12          | 09/02/12        | Su 9p - 10p<br>Mentalist                  | CM    | 9p-10p            | -----1  | :30 | 1     | \$2,000.00  | P-1 | 0.00          | NM   | 1     | \$2,000.00 |
| THE MENTALIST    |      |                   |                 |   |       |                   |         |     |       |             |     |               |      |       |            |

WDJT-TV-LP